Alexandra Schorndorf

UX Designer

EXPERIENCE

Google
Remote in
Seattle, WA
2019 - Present

Senior UX Designer for Google Messages

Lead design for Smarts (AI), Voice & Video, and Media & Expression at Google Messages. Champion cohesive design vision, shape user experience and drive product strategy from ideation to launch.

Partner directly with product, engineering, marketing, research, and data science teams across full product cycle to draft research plans, scope projects, outline product roadmaps, detail interactions, and ensure quality implementation. Here are some highlights:

- Designed & launched new voice messaging system from scratch and produced several features – surpassing rivals by prioritizing ease, inclusivity, and human connection. From intuitive recording to innovative 'Voice Moods,' empowering users to express themselves authentically. Featured in 1 billion RCS user milestone campaign.
- Led a research-driven initiative and cross team collaboration to completely revamp Smarts, driving the design and implementation of user-centric patterns that surface relevant info and actions at key moments. Connected users to Google's ecosystem and solved for top user needs, resulting in a 60% surge in feature usage.
- Partnered with engineers to close gap between text and video calls across platforms for seamless Android ecosystem communication.
- Developed and executed programs to improve team morale, sense of community and reduce communication barriers.

Led 20% design effort on Google Workspace team project, resulting in $10M+ in-year incremental revenue. Designed immediate improvements & sustainable long-term vision, influenced and aligned directors on project's strategic importance.

Backstage
Brooklyn, NY
2015 - 2019

Product Designer & Marketing Design Manager

During my time at Backstage, I evolved from Marketing Designer to Product Designer & Marketing Design Manager, building and managing a team of 3 designers to deliver consistent brand experiences.

Drove product strategy, user research and roadmap with cross-functional teams, crafting user flows across the product lifecycle.

Led the design of Backstage's iOS app, streamlining the casting process for 100k+ actors, which boosted application rates by 30%, empowering actors to pursue opportunities anywhere, anytime.

Mastered HTML/CSS, enabling me to bridge the gap between design and development and create product prototypes.

Amazon
Remote in NY
2016 - 2019

UX & Visual Designer (Freelance)

Designed user experiences and marketing campaigns for the Amazon Appstore and Amazon.com.

Helix
NY, NY
2015 - 2016

Lead UX & Branding Designer

Crafted a cohesive brand experience across all customer touchpoints, from showroom displays to the responsive website and blog.

Tasting Table
NY, NY
2015 - 2016

Visual Designer & In-House Illustrator

Leveraged versatility in UI/UX, illustration, and print to create successful app features, editorials, and targeted campaigns, while ensuring a unified brand experience and client satisfaction in a fast paced environment.

Misc.
NY, NY
2013 - 2015

Graphic & Packaging Designer at Ralph Lauren,
Bath & Body Works and Enchantè Accessories

EDUCATION

Certificate
New York Design & Code Academy
UX/UI Design and Web Development
2015

Bachelors of Fine Arts
Fashion Institute of Technology
Illustration
Aug 2009 - June 2013

COMMUNITY

Ladies That UX
Design Mentor & Speaker

Messages UX
Culture & Wellbeing Advocate

The Sato Project
Foster Care Volunteer

TOOLBOX

- Figma
- Sketch
- Adobe Suite
- InVision
- Jira
- Sublime Text